

# Vermont's 21<sup>st</sup> Annual

## Women's Economic Opportunity Conference



**Saturday, September 16, 2017**

**Vermont Technical College  
Randolph Center**

**Presented by U.S. Senator Patrick Leahy  
Featuring Keynote Speaker Mary Alice McKenzie**



# WORKSHOPS: AM Sessions

Please choose ONE workshop from Session 1 AND Session 2 (one hour sessions)

OR one workshop from Session 3 (105 minutes)

**AM Session 1**  
9:45 - 10:45 AM

**and**

**AM Session 2**  
11:00 AM - 12:00 PM

**or**

**AM Session 3**  
9:45 - 11:30 AM

**Investing in Women (You Don't Have to be a Millionaire!)**

Presenters: Janice Shade  
and Louisa Schibli

**Making the Most of Your Money**

Presenter: Becca Schrader

**Start Here Before Jumping Into the Social Media Mud Pit**

Presenter: Lisa Wood

**Find a Career That Fits**

Presenters: Rachel Kauppila  
and Neely Raffelini

**Living and Loving the Gig Life**

Presenter: Gwen Pokalo

**Beyond the Power Pose: Building Authentic Confidence**

Presenter: Jen Roberts

**Ask for More, Get More: The Art of Salary Negotiation**

Presenters: Lindsey Lathrop-Ryan  
and Elonda Beverly

**You're (A)lready Enough: Mindfulness in Leadership**

Presenters: Kim Nolan  
and Tiffany Bluemle

**Pitch the Story Of Your Business**

Presenter: Debra Boudrieau

**Start Your Own Business**

Presenter: Laurel Butler

**Navigating the Field When You Are the "Only" One**

Presenter: Rebecca Eun Mi Haslam

**Smashing Sexism: Movies and Mentors**

Presenters: Emily Pecsok, Theo Wells-Spackman, Erik Remsen

**Incorporate Personal Branding Into Your Business Story**

Presenter: Kate Paine

**Women's Car Care Clinic: What You Need to Know**

Presenter: Amy Mattinat



## Featuring Keynote Speaker Mary Alice McKenzie

Mary Alice McKenzie has held a wide variety of leadership positions in both for-profit and non-profit organizations in Vermont, most recently serving as Executive Director of the Boys & Girls Club of Burlington for the past decade. In that role, McKenzie has led an organization that is dedicated to supporting children and teens, providing them with the environment and inspiration to help them achieve their goals.

In previous roles, Mary Alice served as President and CEO of McKenzie of Vermont from 1985 through 2000, and later served as General Counsel at the Vermont State Colleges (2001-2005). She also served with the law firm of Paul Frank & Collins, practicing employment law before joining the Boys & Girls Club in 2007.

McKenzie has served on a number of for-profit and non-profit boards of directors. A Vermont native, she attended Rice Memorial High School. She graduated from St. Mary's College in South Bend, Indiana, and Valparaiso University School of Law in Valparaiso, Indiana. She lives in Burlington with her husband, Allan Rodgers, and their five children.

## AGENDA

**8:00 AM**

Registration/Exhibits/Coffee

Judd Hall

**8:25-8:30**

Welcome

Patricia Moulton, President  
Vermont Technical College

**8:30-9:35**

U.S. Senator Patrick Leahy

Keynote Speaker  
Mary Alice McKenzie  
Boys & Girls Club  
of Burlington

**9:45-Noon**

AM Workshops  
Two 1-hour sessions  
OR  
One 1:45-hour session  
VTC classrooms

**Lunch will be served  
in Morey Dining Hall  
immediately following  
morning workshops.**

**1:15-2:45 PM**

PM Workshop  
Stories of Change  
For Women, For Vermont  
Judd Hall

**2:45-3:00**

Closing  
Remarks, raffle  
and evaluations  
Judd Hall

## PM WORKSHOP

**Stories of Change - For Women, For Vermont  
presented by Change The Story VT**

For all attendees

**1:15-2:45 PM • Judd Hall**

In this full group session, the extensive work of Change The Story VT comes alive through story-telling as Vermont women share their experiences navigating life's choices and challenges. You will have the opportunity to engage with each storyteller and emerge with a better understanding of how you can tell your own story and participate in changing the economic story for all Vermont women.

**Please visit [leahy.senate.gov](http://leahy.senate.gov) for more details  
about the storytellers and their topics.**

## About Change The Story VT

*Change The Story VT (CTS) is an initiative fueled by the Vermont Women's Fund, the Vermont Commission on Women, and Vermont Works for Women and is committed to fast-tracking women's economic security to benefit women, their families, and the Vermont economy.*

*CTS believes that the economic security of women in Vermont will be advanced when state, business, and community leaders embrace and take action on the belief that gender matters; that Vermont's economic vitality is linked to getting more women into jobs that pay a livable wage; taking deliberate steps to expose girls and young women to a full range of career options, including those in which women are historically underrepresented; and to have stronger representation of women in leadership positions and on corporate boards.*

*More information can be found at [changethestoryvt.org](http://changethestoryvt.org).*

**Stop by the CTS recording booth during  
the conference and share your story!**

## Register Online: [leahy.senate.gov](http://leahy.senate.gov)

In the interest of making this conference accessible to all Vermonters, there is no charge to register. Lunch and child care are also provided free with registration.

Can't register online? Call Vicki at 802-728-9101.

Questions? Call Senator Leahy's Montpelier office at 802-229-0569.

**Registration Deadline is September 8, 2017**

*Arrangements for persons with disabilities will be made in accordance with the Americans with Disabilities Act of 1990. Arrangements for accommodations should be requested two weeks in advance by contacting Senator Leahy's office at 802-229-0569, or emailing [katie\\_alexander@leahy.senate.gov](mailto:katie_alexander@leahy.senate.gov)*

**U.S. Senator Patrick Leahy**  
Presents  
**Vermont's 21<sup>st</sup> Annual  
Women's Economic Opportunity Conference**

**Saturday, September 16, 2017 • Vermont Technical College, Randolph Center, VT**

Dear Friends,

I am proud to announce that registration is now open for Vermont's 21st Annual Women's Economic Opportunity Conference (WEOC), to be held Saturday, September 16, at Vermont Technical College in Randolph. The registration deadline is September 8.

While this conference will continue the long tradition of bringing women together for a day of personal and professional growth, I am excited by the new offerings that this year's partnership with Change The Story VT will provide. Given the similar goals of WEOC and Change The Story, this is a natural alliance to promote opportunities that will help advance economic goals and strategic thinking.


Marcelle and I are delighted that Mary Alice McKenzie will be this year's keynote speaker. Mary Alice has served for a decade as the director of the Boys & Girls Club of Burlington, where she has worked tirelessly to help young women and men aim high and achieve their goals. Her work has literally changed lives with initiatives such as the Early Promise program, and her keynote will surely inspire and enlighten us.

Earlier this year, Marcelle and I had the good fortune of meeting and marching with hundreds of Vermont women – and many men – who

traveled to Washington to take part in the Women's March. Amid the sea of pink hats that dominated the crowd, one message resonated: We cannot turn back the clock. In 2017, women are still fighting for fairness and equality related to health care access, pay equity, corporate leadership and workplace accommodation. I am proud that this conference has been addressing these challenges for more than two decades, and I remain hopeful that we will continue to make progress together.

Please take a few minutes to review the conference schedule and sign up to join us on September 16. As always, the conference, lunch and child care are free with pre-registration.

Sincerely,



PATRICK LEAHY  
United States Senator

